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ARCHIE SERIES

CHOMP CHOMP

15¢

APPROVED BY THE COMICS CODE AUTHORITY

Jughead

MAC

JULY
NO 182

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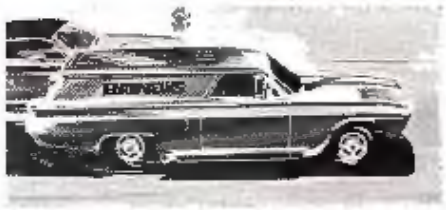
Monogram's HEAVY 70's

Monogram's deuce, SON OF FORD, gets it on with an injected 302 Mustang mill, tuned headers and fat slicks. Plush interior set off by custom steering wheel, tach, floor stick, heavy chrome roll bar. Moon tank up front.

Monogram designed the BOSS "A" BONE '29 pickup to haul Scuba gear surfside. And "haul" it does, with late model Olds power, custom carb setup, B&M Torqueflight and tuned exhaust. Diving gear included.

The SWEE'T'EE from Monogram looks extra bad, but it's all show. There's a stock jug under this custom T's hollow blower. But the 327 Chevy mill is real enough for street encounters. Extra parts included for variations.



They don't come any cleaner or meaner than Monogram's STREET FIGHTER by West Coast designer, Tom Daniel. A super sanitary '60 Chevy Panel with Z-28 Camaro mill under a tilting nose unit. Seethru roof window shows off detailed interior.

See the Monogram 1/24 scale HEAVY 70's plus Tom Daniel's wacky Red Baron, Rommel's Rod and Tijuana Taxi at your favorite store today.

Monogram
quality hobby kits

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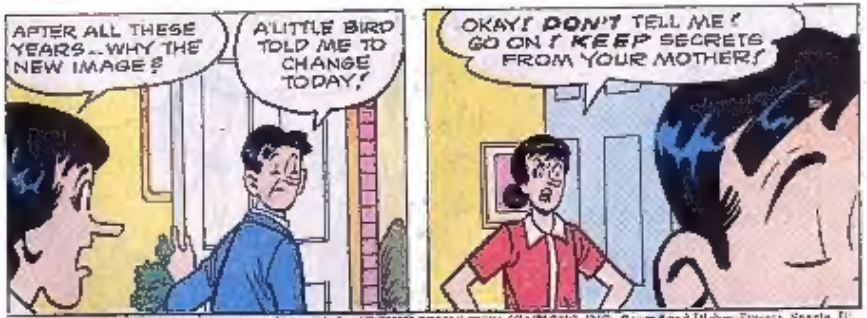
AFTER ALL THESE YEARS...WHY THE NEW IMAGE?
A LITTLE BIRD TOLD ME TO CHANGE TODAY!
OKAY! DON'T TELL ME! GO ON! KEEP SECRETS FROM YOUR MOTHER!

JUGHEAD, No. 382, July, 1978. Published Monthly by ARCHIE COMIC PUBLICATIONS, INC., Second and Dickey Streets, Sparta, Ill., 62286. Executive and Editorial offices: 325 Fifth Avenue, New York, N.Y. 10021. Chicago office: 166 E. Superior Street, Chicago, Ill., 60611. Second Class Postage Paid at Sparta, Illinois under the Act of March 3, 1879. Title registered U.S. Patent Office. Yearly subscription $2.80 in U.S.A.; single copies 25¢. Copyright © 1978 by Archie Comic Publications, Inc. No serial person is named in this publication magazine. All rights reserved. © 1978 Universal International and Pan-American Copyright Conventions. Printed in the U.S.A. This periodical may not be sold except by authorized dealers and is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, resold or hired out or otherwise circulated without the publisher's written consent, in any part of the cover or coverage removed, or in a mutilated condition, nor affixed to, nor as part of, any advertising, literary or pictorial matter whatsoever.

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IMAGINE ANYBODY PULLING THAT "LITTLE BIRD" JAZZ!
WHO'S THAT?
BEATS ME! BUT HE LOOKS A BIT LIKE JUGHEAD!
SURE, LIFE IS MOSTLY A GAMBLE! BUT SOME THINGS ARE ABSOLUTELY SURE!
SUCH AS?
LIKE THE FACT THAT THE SUN RISES EVERY DAY! THE FACT THAT THE WORLD TURNS! THE FACT THAT JUGHEAD WILL SHOW UP IN SOME CRUDDY SWEATER....
..AND HIS STUPID HAT!
HELLO, GIRLS! HI, REGGIE!
URK!
OH, ISN'T THAT SIMPLY PRICELESS!
(GIGGLE) AND THERE STANDS OLD REGGIE WITH HIS FOOT IN HIS MOUTH!
2

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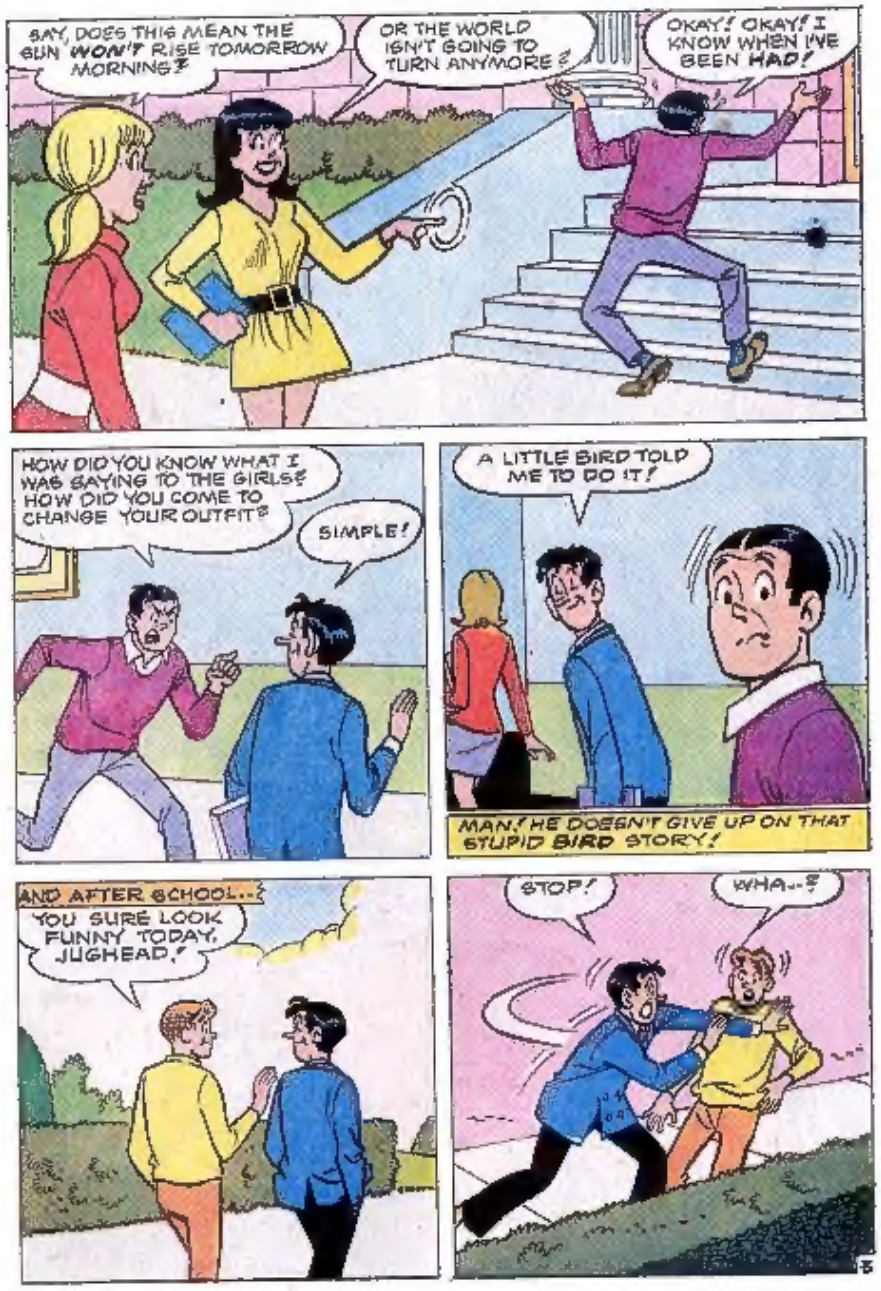
SAY, DOES THIS MEAN THE SUN WON'T RISE TOMORROW MORNING?
OR THE WORLD ISN'T GOING TO TURN ANYMORE?
OKAY! OKAY! I KNOW WHEN I'VE BEEN HAD!
HOW DID YOU KNOW WHAT I WAS SAYING TO THE GIRLS? HOW DID YOU COME TO CHANGE YOUR OUTFIT?
SIMPLE!
A LITTLE BIRD TOLD ME TO DO IT!
MAN! HE DOESN'T GIVE UP ON THAT STUPID BIRD STORY!
AND AFTER SCHOOL..
YOU SURE LOOK FUNNY TODAY, JUGHEAD.
STOP!
WHA--?
3

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HEY!
WHAT'S THE BIG IDEA OF--MMPH!
SSHHH!
BIG ETHEL!
HOW DID YOU KNOW SHE WAS GOING TO COME ALONG?
A LITTLE BIRD TOLD ME SO!
OKAY! IF YOU DON'T WANT TO TELL ME HOW YOU KNEW-- DON'T!
I TOLD YOU! I TOLD YOU!

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BUT DON'T HAND ME THAT OLD BIRD FABLE, BUB!
A GUY COULD LOSE HIS BEST FRIEND HANDING OUT THAT KIND OF NONSENSE
HE SEEMS TO HAVE HURT FEELINGS!
WOULD I LIE TO MY BEST FRIEND?
OF COURSE NOT!
HE ASKS ME A QUESTION.. I GIVE HIM AN ANSWER! ...AND SUDDENLY HE'S UP TIGHT!
AWK! BIG ETHEL!
IT AIN'T THE JOLLY GREEN PICKLE, LOVER BOY!

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"FUTILE!" I THINK THE WORD IS "FUTILE," JUGGIE!
WHICH MEANS IT'S JUST NO USE! BIG ETHEL'S GOT YOU THIS TIME!
YOU KNEW! YOU KNEW I WAS HIDING FROM YOU! YOU PASSED ME BY JUST TO GET ME OFF GUARD!
RIGHT!
HOW? HOW DID YOU KNOW I WAS BEHIND THAT HEDGE?
A LITTLE BIRD TOLD ME!
YOU KNOW WHAT YOU'VE GOT? A BIG BEAK!
HEE! HEE!
END
WELL, GEE! WE DION'T BELIEVE IT, EITHER!

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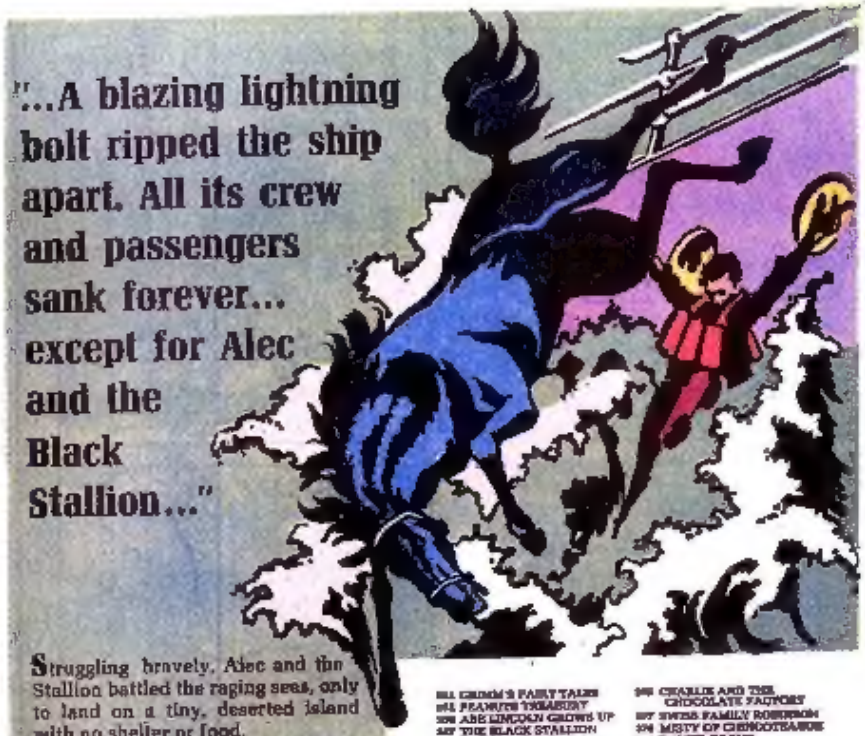
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Child's name _____
PLEASE PRINT

Parent's signature _____

Address _____

City _____

State _____ Zip _____

3-JDE

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Li'l JINX
CAN YOU TOP THIS?
OH, YEAH! MY FATHER IS BIGGER THAN YOURS!
OH, YEAH!
MY FATHER IS STRONGER THAN YOURS ——
OH, YEAH! MY FATHER IS SMARTER THAN YOURS!
?
HOLD IT, GREG! I'VE GOT IT!!
MY FATHER HAS MORE CREDIT CARDS THAN YOURS!
END

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Jughead A RACE FOR HIS LIFE

OUT ON THE DRAG STRIP, JUGHEAD THINKS HE'S ON A TRIAL RUN...LITTLE DOES HE SUSPECT IT'S ACTUALLY

JUGHEAD WOULD NOT BE QUITE SO ANXIOUS TO GET A NEW SPEED RECORD IF HE KNEW THAT WAITING FOR HIM AT THE FINISH LINE WAS U.G.A.J.*

*UNITED GIRLS AGAINST JUGHEAD...AN ORGANIZATION THAT FEELS ALL FEMALES ARE THREATENED AS LONG AS RIVERDALE'S #1 GIRL HATER IS FREE.

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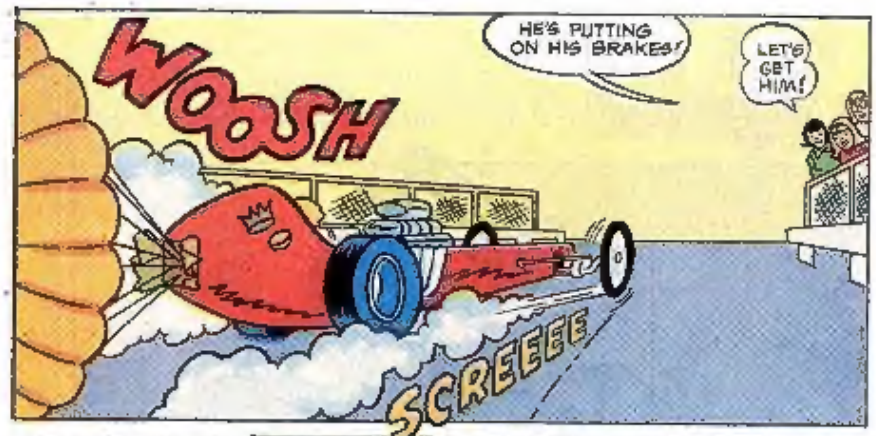

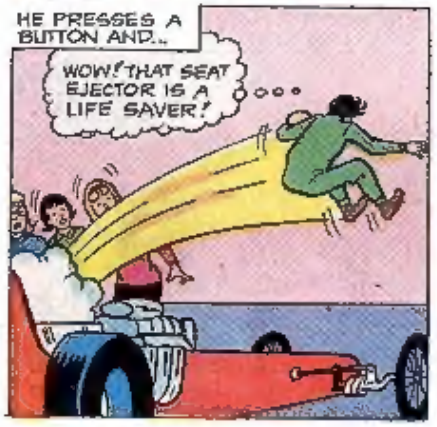

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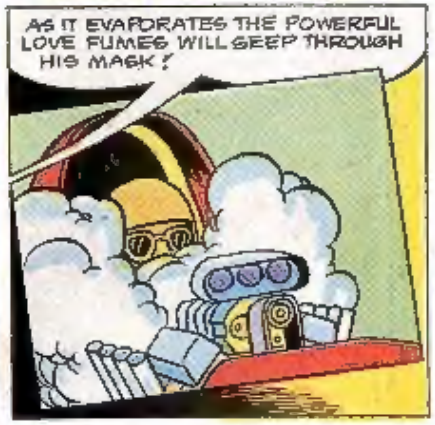
THAT NIGHT...
GIRLS, LET'S NOT DISPAIR!
OUR FAILURE SHOWED US HOW VULNERABLE JUGHEAD IS WHILE DRAGGING!
EMERGENCY U.G.A.J. MEETING TONITE



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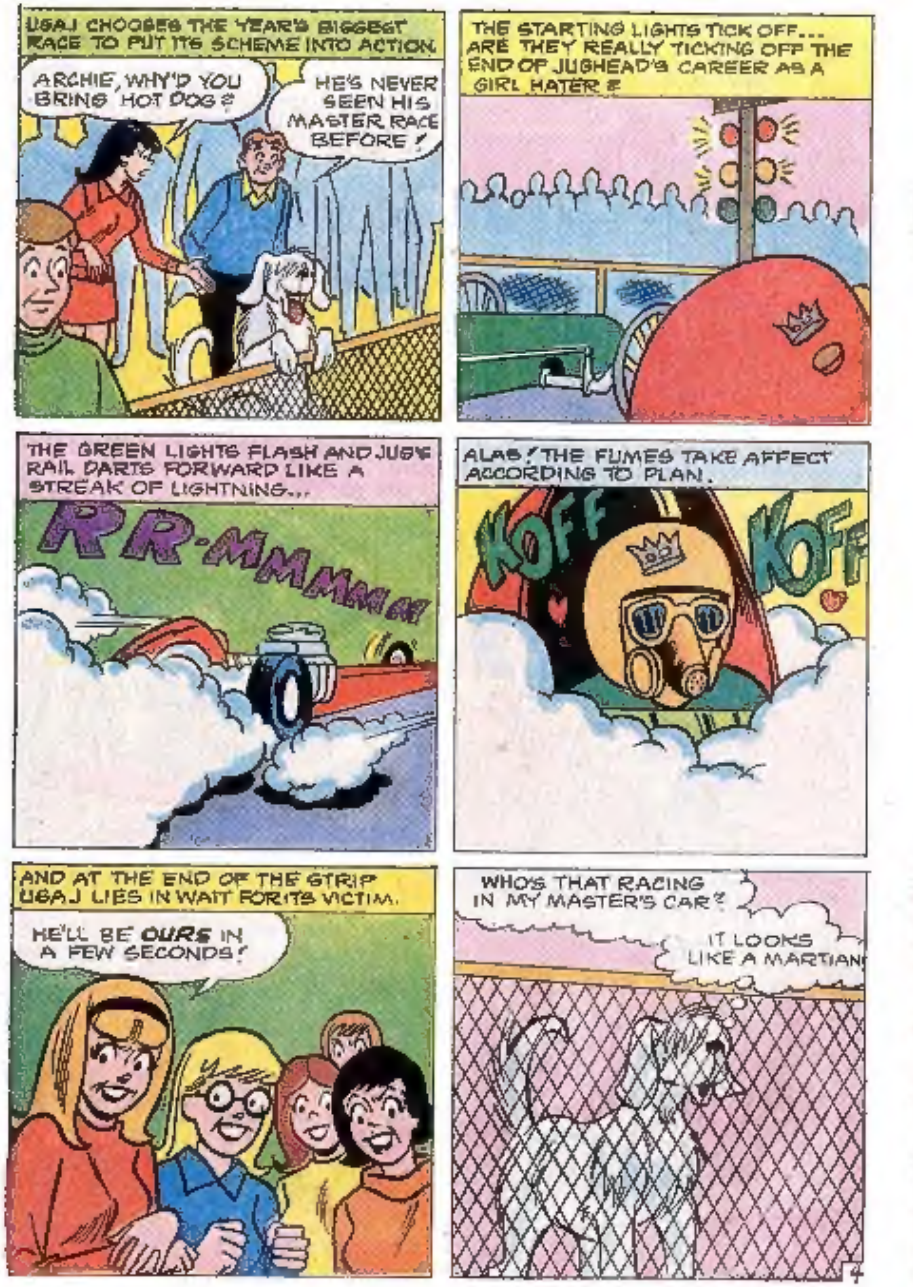
USAJ CHOOSES THE YEAR'S BIGGEST RACE TO PUT ITS SCHEME INTO ACTION.
ARCHIE, WHY'D YOU BRING HOT DOG?
HE'S NEVER SEEN HIS MASTER RACE BEFORE!
THE STARTING LIGHTS TICK OFF... ARE THEY REALLY TICKING OFF THE END OF JUGHEAD'S CAREER AS A GIRL HATER?
THE GREEN LIGHTS FLASH AND JUG'S RAIL DARTS FORWARD LIKE A STREAK OF LIGHTNING...
RR-MMMMM
ALAS! THE FUMES TAKE AFFECT ACCORDING TO PLAN.
KOFF
KOFF
AND AT THE END OF THE STRIP USAJ LIES IN WAIT FOR ITS VICTIM.
HE'LL BE OURS IN A FEW SECONDS!
WHO'S THAT RACING IN MY MASTER'S CAR?
IT LOOKS LIKE A MARTIAN!
4

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I'VE GOT TO FIND OUT WHAT THAT MARTIAN DID TO MY MASTER!
HOT DOG, STOP!
THAT FOOL DOG IS TRYING TO GET HIMSELF KILLED!
SSREEEEE
WHAT DID YOU DO TO MY MASTER?
WOOF
YOU DUMB DODO! DON'T YOU KNOW WHO I AM?
IT'S JUGHEAD!
THANKS TO YOU I'VE LOST THE RACE!
BUT THANKS TO HOT DOG, JUGHEAD HAS GAINED PRECIOUS SECONDS.
GIRLS, HE'S AT THE OTHER END OF THE STRIP!
LET'S GET HIM BEFORE THE FUMES WEAR OFF!
5

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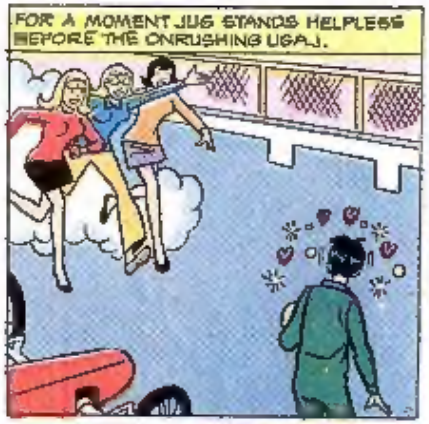

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HOW'S THIS FOR A RECORD BREAKING OFFER?
JUST ORDER THE ALL NEW GIANT SIZE ARCHIE ANNUAL #22 AND WE'LL SEND TO YOU AS A FREE GIFT A FULL COLOR POSTER OF THE ARCHIES RECEIVING A GOLD RECORD FOR THEIR SMASH HIT RECORDING "SUGAR, SUGAR"!
Archie
ANNUAL
HOW SWEET IT IS! SO DON'T MISS OUT ON THIS FUN FILLED OFFER! FILL OUT THE COUPON TODAY!
MAIL TO: ARCHIE ANNUAL No.22
1116 FIRST AVENUE
NEW YORK, N.Y. 10021
I ENCLOSE 25¢ IN COIN. PLEASE SEND ARCHIE ANNUAL #22 AND THE FREE GOLD RECORD POSTER AS SOON AS BOTH ARE READY FOR MAILING.
NAME
ADDRESS
CITY
STATE AND ZIP No.

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Jughead
THE RHYME SUBLIME
TO DINE IS DIVINE!
TO EAT IS NEAT!
HOW BOUT THAT? I'M A POET!
HA! COME OFF IT! A LOT OF THINGS YOU ARE... BUT A POET YOU'RE NOT!
NOT ONLY AM I A POET.. I AM AN INSPIRED POET!
BUT YOU'RE ONLY INSPIRED BY FOOD! HOW COME?
JUST LUCKY, I GUESS!
ARCHIE SERIES
ONLY ARCHIE SERIES COMIC BOOKS CARRY THIS TRADE MARK!

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CANDY IS DANDY!
OH FOR
DON'T BE THINNER! EAT MORE DINNER!
HE'S GONE BANANAS!
WHEN I MUNCH A LUNCH.. OR EVEN A BRUNCH
YES? YES?
I LIKE IT A BUNCH!
THAT DID IT!
MAN THAT GUY IS LIKE REALLY OUT OF IT!
ISN'T IT INCREDIBLE... WHAT LOVELY THINGS ARE EDIBLE?

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HEY GUY!
HAULING
SCREEE
ME?
YEAH! I'M LOST!
HOW DO I GET TO THE CORNER OF WILLIAMS AND PASTOR?
I'VE GOT TO DELIVER THESE PERISHABLE BAKED GOODS SOON OR ELSE!
WILLIAMS AND PASTOR!!
TO TELL YOU THE TRUTH I HAVEN'T THE FAINTEST IDEA HOW TO GET TO.
BAKED GOODS?
YEAH!
HAU

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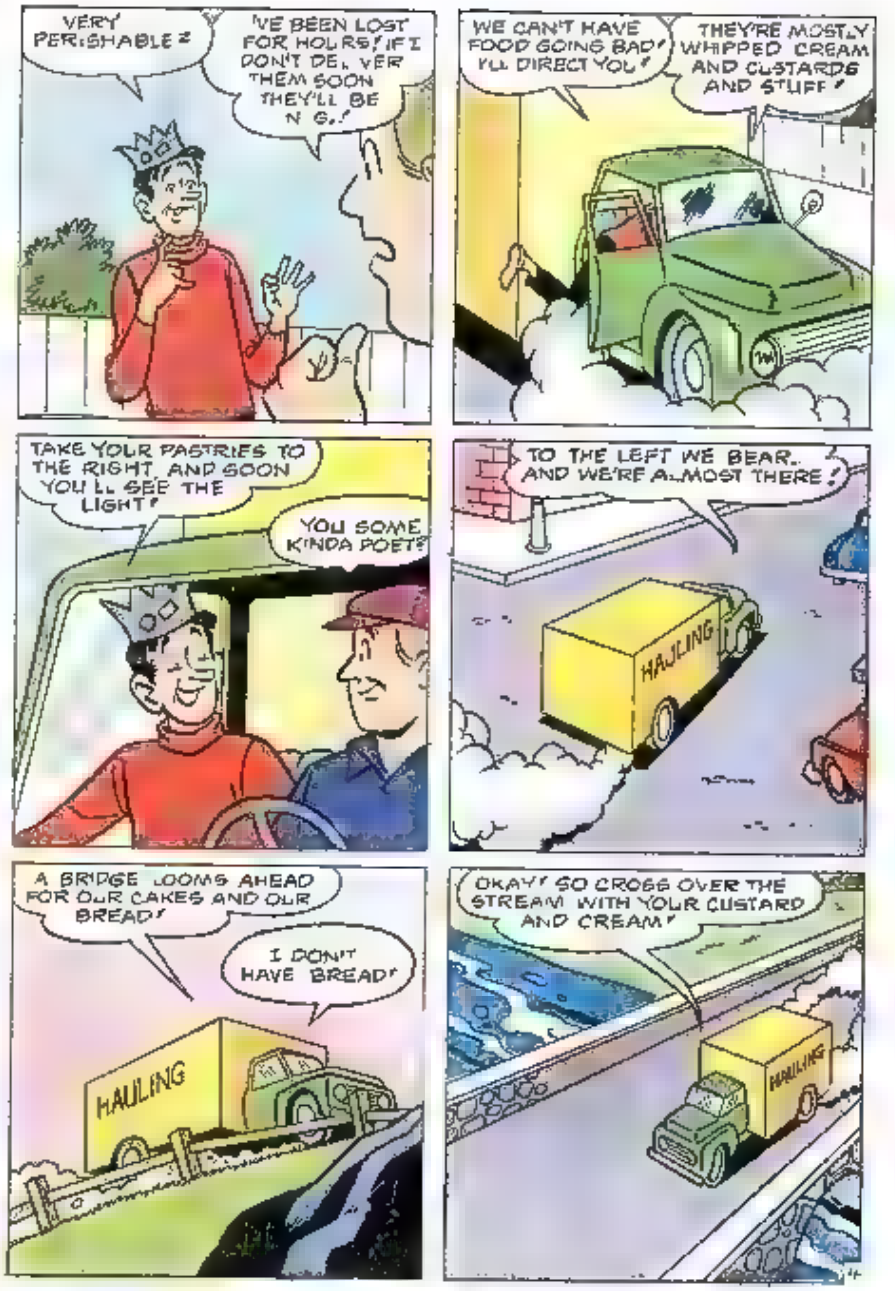
VERY PERISHABLE?
I'VE BEEN LOST FOR HOURS! IF I DON'T DELIVER THEM SOON THEY'LL BE N G!
WE CAN'T HAVE FOOD GOING BAD! I'LL DIRECT YOU!
THEY'RE MOSTLY WHIPPED CREAM AND CUSTARDS AND STUFF!
TAKE YOUR PASTRIES TO THE RIGHT, AND SOON YOU'LL SEE THE LIGHT!
YOU SOME KINDA POET?
TO THE LEFT WE BEAR.. AND WE'RE ALMOST THERE!
HAULING
A BRIDGE LOOMS AHEAD FOR OUR CAKES AND OUR BREAD!
I DON'T HAVE BREAD!
HAULING
OKAY! SO CROSS OVER THE STREAM WITH YOUR CUSTARD AND CREAM!
HAULING

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ARE YOU SURE THIS IS THE WAY WE'RE SUPPOSED TO GO?
HAVE FAITH IN YOUR GUIDE AS HE SITS BY YOUR SIDE!
HAULING
WE'RE RUNNING OUT OF ROAD BUDDY! THERE ARE NO STORES UP HERE!
I'M BEGINNING TO THINK YOU'RE RIGHT!
HAULING
WE'RE LOST!
I'M AFRAID SO! I COULD HAVE SWORN IT WAS UP HERE!
BOY YOU REALLY GOOFED! MY WHOLE LOAD IS GONNA SPOIL!
PERISH THE THOUGHT!
MMMM! THERE'S A DELICATE AIR TO THE CHOCOLATE ECLAIR!
THE CUSTARD IS FINE AND THE CREAM IS DIVINE!
CHOMP
CHOMP
PASS THE NAPOLEONS!
END

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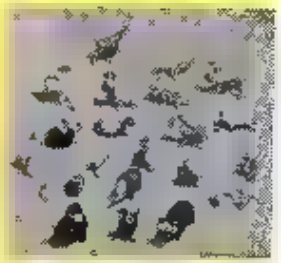
Actual Size 2"

GIANT

PLAY ZOO ANIMAL COLLECTION

20 Lovable Animals to Delight the Heart of Every Child!



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BIG! FUN!

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OFFER WILL NOT BE REPEATED THIS SEASON

We urge you to order your Zoo Animal Collection now, while the supply lasts. Each collection includes 20 friendly zoo animals averaging approximately 2" in size. All are of rubbery washable plastic. Hurry, Order Now, this offer will not be repeated this season in this magazine.

COLONIAL STUDIOS, DEPT. ZZ-2
20 Bank Street, White Plains, New York 10606

Please send me the Giant collection of 20 Zoo Animals for just $1.00 on full money back guarantee if I am not completely delighted. (Please add 25¢ postage and handling with each order).

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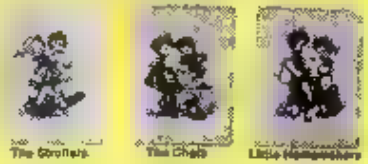
ALL 4 ONLY $1



Beautiful, Original Oil Paintings—Yours as Full Color Large Art Prints—ALL 4 ONLY $1

Just picture these irresistible tots in your own home. Everyone who sees them falls in love with their charming quality that contains so much warmth and appeal. Painted with the delicacy of Old World gentleness, the wonders of childhood come to life under the artist's sensitive brush. The soft features and delicate colors seem to glow with an inward beauty. Unfortunately it is impossible to capture the soft quality of these lovable waifs from the small black and white illustrations here. Only when you see them in your home can you fully appreciate their warmth and universal appeal.

OFFER WILL NOT BE REPEATED THIS SEASON

We urge you to order your full color prints now while the supply lasts. These paintings are classic favorites so there are certain to go fast. In order to show some of the craftsmanship and intricate detail in all the pictures, we have shown one larger than the rest. Actually all four fine art prints are the same size, a full 11" x 14" decorator size. So hurry, order now, this offer will not be repeated this season.

COLONIAL STUDIOS, DEPT. ZZ-1
20 Bank Street, White Plains, N.Y. 10606

Please send me the four Old World Children prints for only $1 plus 10¢ postage on full money back guarantee if I am not delighted.

Enclosed is $. ..... (Print Clearly)

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City _____ State _____ Zip _____

☐ SAVE! SPECIAL OFFER: Order three sets of prints only $2.50 (You save $.50). Extra sets make great gifts.

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Archie Club News

ARCHIE CLUB MEMBERS, send in your news reports and be eligible to win cash prizes in the Archie Series. Magazines. Please print or type all letters and print your name and address clearly. Address NEWS REPORTS, 1116 Fifth Ave., N.Y., N.Y. 10021

JUGHEAD NO. 182 JUNE — MEMBERSHIP — TWENTY-FIVE CENTS

FIRST PRIZE — $5.00

REPORTER
ELLEN GRANGRUTH
Route 1, Box 151K
Chisholm, Minn. 55719

Dear Archie
I want to tell you about my pets. First of all I have 2 horses, one is purebred Shetland, the other one is ½ Arabian and ½ Saddlebred. Next I have one dog. She's part Cocker and part Collie. Then I have one bird, he's a parakeet. The ones that are left are two turtles. They are called red-striped sliders. I hope to get either a rabbit or a monkey or both soon. I would like someone who loves animals to write to me! I'm 13 years old have long blonde hair and bangs. My ambition is to be a veterinarian

SECOND PRIZE — $4.00

REPORTER
CHERYL LEWIS
1220 Sutter Ave. 6G
Brooklyn, N.Y. 11208

Dear Archie
I watch your show every Saturday at 11:00 o'clock. Your songs and dances are really out-of-site. They just turn me on every time I hear them. Since you bring us all of those groovy songs I have a little something for you.

The time will soon be near
For The Archies to be here
We all will [illegible] and sing
As Archie and [illegible] sing for their thing.
But now The Archies are gone
But don't worry they'll be back soon
Because the time will soon be near
For the Archies to be here

THIRD PRIZE — $3.00

REPORTER
CHRISTINE PATTON
6099 Belvedere
Detroit, Mich. 48213

Dear Archie,
I went to New York with my family on the 26th of December. We were already out of school for our vacation. We went in an airplane. I was very scared at first then later I wasn't. It about 6 or 7 hours we got off. We stayed at a very nice hotel. All the sights are just so much fun to look at. We went shopping and I bought your new "Archie Game." And at the store I bought some new comics. There are so many people in New York. We stayed a week, then went back home. And when I get old enough I will come to New York and live there, because New York is a wonderful place to live.

4th PRIZE — $1.00

REPORTER
KAREN WEINER
26 Cliffside Court
Wilmington, Del. 19803

Dear Archie,
I love animals. I have a dog. His name is Gregory. He is a miniature Schnauzer. I love him very much. We have had him since he was five weeks and now he is one year old. Sometimes he sleeps in my room. When I pet him, he smiles and licks me. When I get home from school, we go outside and play. Gregory cries like a baby when he is lonely so we bought him a stuffed toy dog.

When I read Archie comics, he jumps on my bed and stares at Hot Dog and barks. He is funny because once he saw a blanket on a chair, and the chair also had clothes on it, so he climbed on the chair and pushed the clothes [illegible] he found a good spot and went to sleep. He is a nice little funny dog.

5th PRIZE — $1.00

REPORTER
NANCY ALLEGA
430 S. 10th Street
Vincennes, Ind. 47591

Dear Archie,
My friend and I have a club and it is called "The Archie Fan Club." At every meeting we cut out pictures of you or one of the gang. We have a library filled with your comic books! We collect two cents a member at each meeting and save it for parties and to buy your books. At our club meetings we play games, collect dues, make things, read your books, and think of new ways to raise money. We really like your TV show and comic books.

Be An Archie Club MEMBER!

Eligible to win cash prizes and a big lesson in an Archie Series Comic! By joining the ARCHIE CLUB as an official reporter you get a dressy, colorful Official ARCHIE CLUB BUTTON and a handsome, authentic ARCHIE REPORTER PRESS CARD!

Fill out this coupon now and mail it with 25¢ to cover the cost of handling to the name an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes.

EVERY MEMBER GETS THIS OFFICIAL PRESS CARD AND BEAUTIFUL 4 COLOR BUTTON

Archie Club

PRESS

ARCHIE CLUB
1116 First Avenue, New York, N.Y. 10021

Dear Archie, Please enroll me as a member of the ARCHIE CLUB and send me a button and press card by return mail. I enclose 25¢ to cover the cost of mailing and handling. Send to:

Name _____ Age _____

Address _____

City _____ State _____ Zip Code _____

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MONSTER
S-I-Z-E MONSTERS

7 FEET TALL

In Authentic Colors With GLOW in the DARK EYES

ONLY **$1.00**

TEN DAY FREE TRIAL

Just imagine your friends' wide eyes when they walk into your home and see the "monster" reaching out bigger than life-Frankenstein. The original man-made monster, that creation of evil genius that terrified the world. A giant 7 feet tall, his eyes glow eerily as his head reaches out—as scared and violent as the wildest nightmare. The Frankenstein is 7 feet tall, in authentic colors on durable polyethylene, and by golly you'll wonder if you've met him before. Comes complete with eyes that glow even in the pitch dark for a spooky thrilling sight.

Bonus Boy Skeleton. And then there is Bucky—giant scary with realistic left out his bony frame. A 7 foot monster—one of the scariest—his bones white, his eyes shining—both glowing in the dark.

Money Back Guarantee.

Just send $1.00 plus 25c to cover postage and handling for each monster you want. Your money back if not satisfactorily handled.

Name _____ Dept. 7MR66
Address _____
City _____ State _____

Rush me my 7 foot tall glow in the dark monsters. Send me ☐ Frankenstein ☐ Bonny the Skeleton

I enclose $1 plus 25c for postage and handling for each. If I don't get shivers of delight, you return my purchase within 10 days and you will refund the full purchase price.

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

100 Little Dolls
all for $1.00

Don't shake your head in disbelief! This is TRUE! For only 1 PENNY EACH you can give that little girl the most thrilling present of her life. This set of ONE HUNDRED DOLLS for only $1 — 1 penny A PIECE

Baby Dolls — Nurse Dolls — Dancing Dolls
Costume Dolls — Ballerina Dolls — Mexican Dolls
Indian Dolls — Clown Dolls — Cowboy Dolls
Bride Dolls — Groom Dolls — and many more.

The wonder of this unprecedented offer is that every doll is made from beautiful high-quality Styrene plastic and hard synthetic rubber. You get BABY DOLLS, NURSE DOLLS, DANCING DOLLS, FOREIGN DOLLS, CLOWN DOLLS, COWBOY DOLLS, BRIDE DOLLS and many more in THIS public collection. Now, daughter or your niece or the cute child next door will love you for this gift. She will play with them for months and not grow weary of them. What a family for a little girl! Just think of it. 100 exquisite little dolls in beautiful high-impact styrene plastic and hard synthetic rubber at this unbelievable price!

So fill out the coupon below. Order as many sets as you have little girls to give them to. Enclose $1 for each 100 doll set you order. And even if this amazing bargain you take no risk. If you don't go absolutely wild over this bargain, just send the Dolls back, and we will promptly refund your money.

Our Guarantee
HERE IS WHAT THESE DOLLS ARE MADE OF

People seeing our ad, and not believing we can give such value, write us to ask what our 100 Dolls are made of. Why they seem dolls, the dolls! Dear sirs: Each and every one of our 100 dolls is made of GENUINE STYRENE and SYNTHETIC RUBBER, standard-size dolls of true dimensions—straight, Nude—Dental Every doll has come out of an individual model, manufactured out of high-impact styrene to resist breakage and to the child is to present one. There are many delights, dolls!

MAIL COUPON TODAY

To 100 Doll Co. Dept. 145 The Bronx 61 Street, Each Bronx, New Jersey 07013

Enclosed is my ☐ check ☐ money order ☐ cash ☐ for ___ set of 100 DOLLS. I am $1.00 plus 25c for postage and handling per set. If I am disappointed in the slightest, I shall send them back to you for refund as per your guarantee. Hurry, we CARES.

Name _____
Address _____
City _____ State _____

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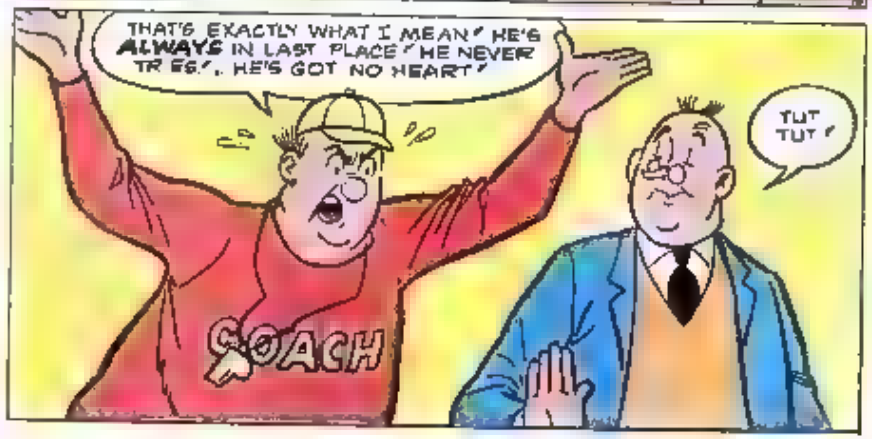
Jughead SPEED TRAP



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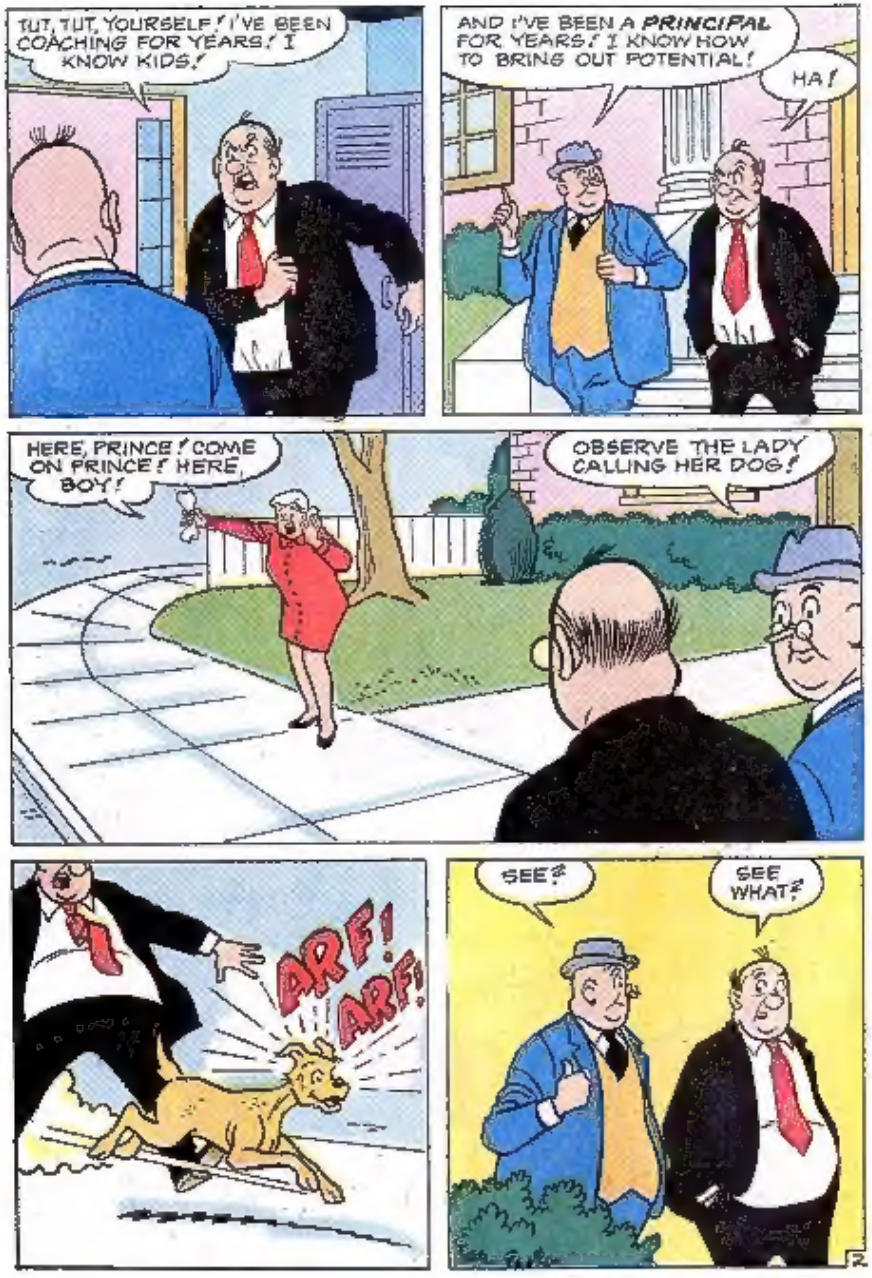
TUT, TUT, YOURSELF! I'VE BEEN COACHING FOR YEARS! I KNOW KIDS!
AND I'VE BEEN A PRINCIPAL FOR YEARS! I KNOW HOW TO BRING OUT POTENTIAL!
HA!
HERE, PRINCE! COME ON PRINCE! HERE, BOY!
OBSERVE THE LADY CALLING HER DOG!
ARF! ARF!
SEE?
SEE WHAT?

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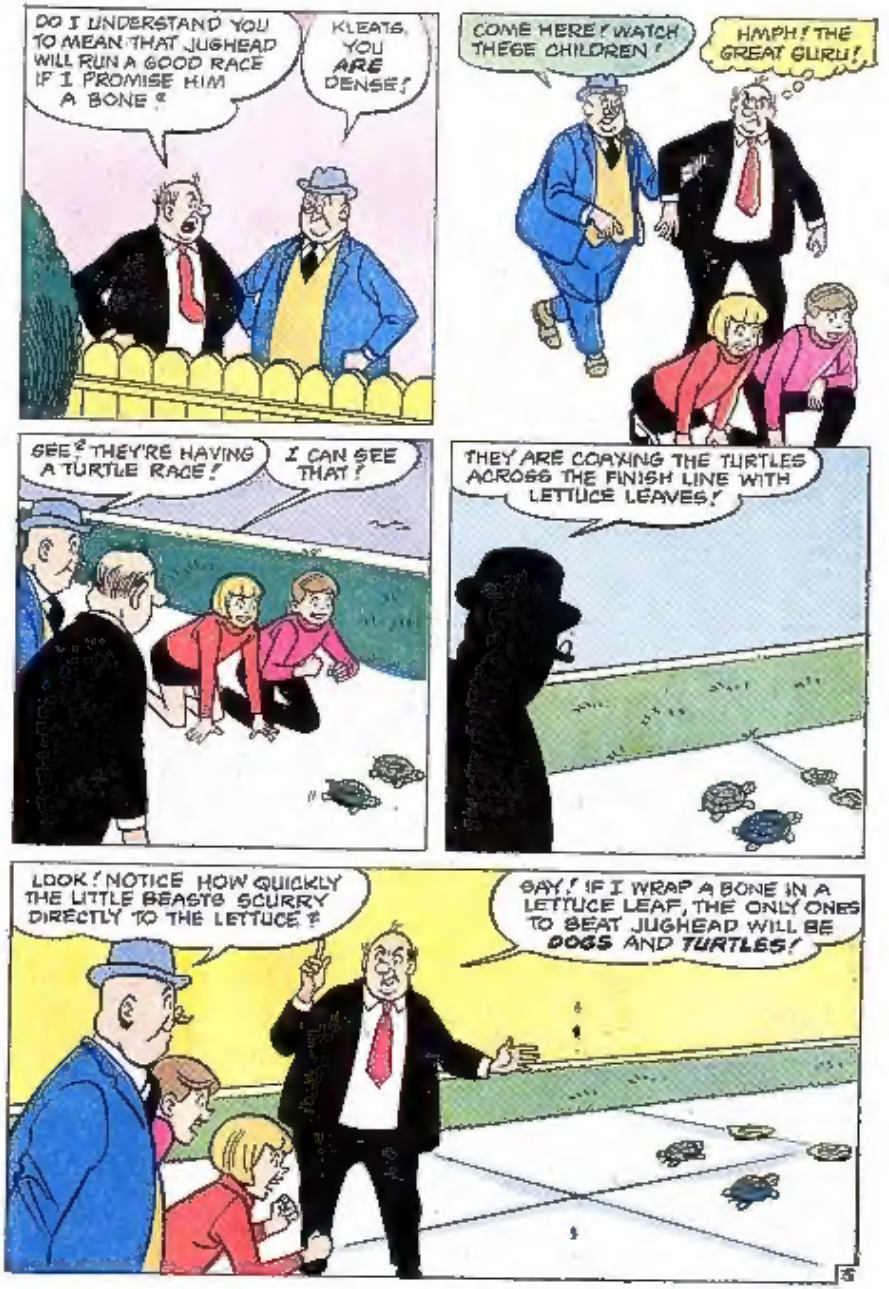
DO I UNDERSTAND YOU TO MEAN THAT JUGHEAD WILL RUN A GOOD RACE IF I PROMISE HIM A BONE?
KLEATS, YOU ARE DENSE!
COME HERE! WATCH THESE CHILDREN!
HMPH! THE GREAT GURU!
SEE? THEY'RE HAVING A TURTLE RACE!
I CAN SEE THAT!
THEY ARE COAXING THE TURTLES ACROSS THE FINISH LINE WITH LETTUCE LEAVES!
LOOK! NOTICE HOW QUICKLY THE LITTLE BEASTS SCURRY DIRECTLY TO THE LETTUCE!
SAY! IF I WRAP A BONE IN A LETTUCE LEAF, THE ONLY ONES TO BEAT JUGHEAD WILL BE DOGS AND TURTLES!

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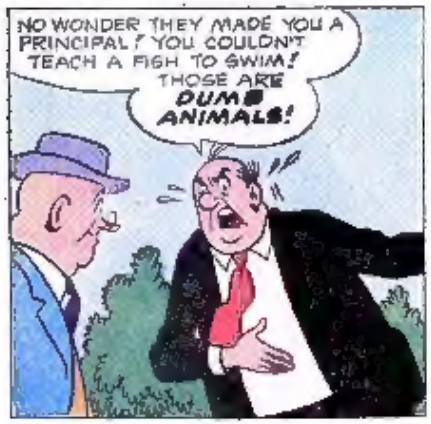

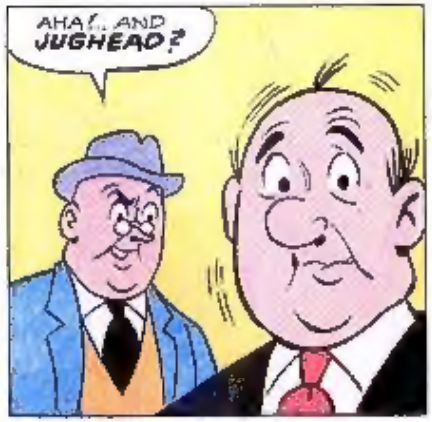

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BURIED ALIVE!

A CAVE-IN PUT ME SIX FEET UNDER FOR SIX LONG MINUTES!
QUICK! GET HIM OUT OF THERE!
IN THE HOSPITAL, I HAD PLENTY OF TIME TO THINK.
SIX YEARS I'VE BEEN BURIED ALIVE IN THAT SAME OLD JOB, JANE!
WELL, NOW'S A GOOD TIME TO DO SOMETHING ABOUT IT
I'D PASSED OVER DOZENS OF I.C.S. ADS IN POPULAR MAGAZINES. BUT I SAW THIS ONE IN A NEW LIGHT
I.C.S. SUCCESS PLAN... SPARE-TIME TRAINING... 266 COURSES TO CHOOSE FROM ...THIS COULD BE THE ANSWER...WON'T HURT TO FIND OUT

FREE! I.C.S. CAREER KIT
Send coupon now... get all three books

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HOW'S IT GOING, DARLING?
FAST! I'M INTO HYDRAULICS ALREADY, AND I THOUGHT I WAS TOO OLD TO LEARN
SIGNING UP FOR THAT I.C.S. COURSE WAS THE SMARTEST THING I EVER DID
ONE MONTH LATER...
GOOD TO SEE YOU BACK ON YOUR FEET, JIM. IT'LL BE AWHILE BEFORE YOU'RE BACK IN THE FIELD, SO WE'LL FIX A TEMPORARY DESK FOR YOU IN THE OFFICE WHEN YOU'RE READY
I'M READY NOW, MR. WALSH
THEY GAVE ME SOME SIMPLE ASSIGNMENTS... AND I SURE SURPRISED THEM!
SAY, WHERE DID YOU LEARN ABOUT PUMPS?
SAME PLACE YOU DID, JOE... I.C.S.
THEN A FEW DAYS LATER, MR. WALSH CALLED ME IN...
JIM, I'M KEEPING YOU HERE AND PUTTING YOU ON SALARY. YOU'LL BE GETTING ABOUT $20 MORE A WEEK, AND AT THE RATE YOU'RE GOING, I EXPECT I'LL HAVE TO RAISE THAT IN SIX MONTHS
THAT EVENING, JANE AND I WENT HOUSE HUNTING
OH, JIM! IT'S A DREAM HOUSE!
AND THANKS TO I.C.S. IT'S A "DREAM" THAT CAN COME TRUE!
MODEL HOUSE
HERE'S WHERE YOU COME IN! LET I.C.S. SHOW YOU THE WAY TO MORE PAY, RAPID ADVANCEMENT, REAL JOB SECURITY! MAIL THIS COUPON TODAY!

1 "HOW TO SUCCEED" A gold mine of ideas
2 CAREER CATALOG Opportunities in the field that interests you most
3 SAMPLE LESSON Shows the famous step-by-step I.C.S. teaching method

ICS International Correspondence Schools
Division of Intext

Take your first step . . . mail this coupon today . . . ICS, Scranton, Pa. 18515.
I'm interested in a program of independent study. Send me your New Booklet Success Kit: (1) "How to Succeed," 38 pages of valuable job tips, (2) Sample text demonstrating famous ICS method, (3) Catalog for assigned checked below . . .

Approved for veterans.
Accredited member, NATTS Home Study Council.
Convenient payment plan.
Special rates to members U.S. Armed Forces.

Q4774D

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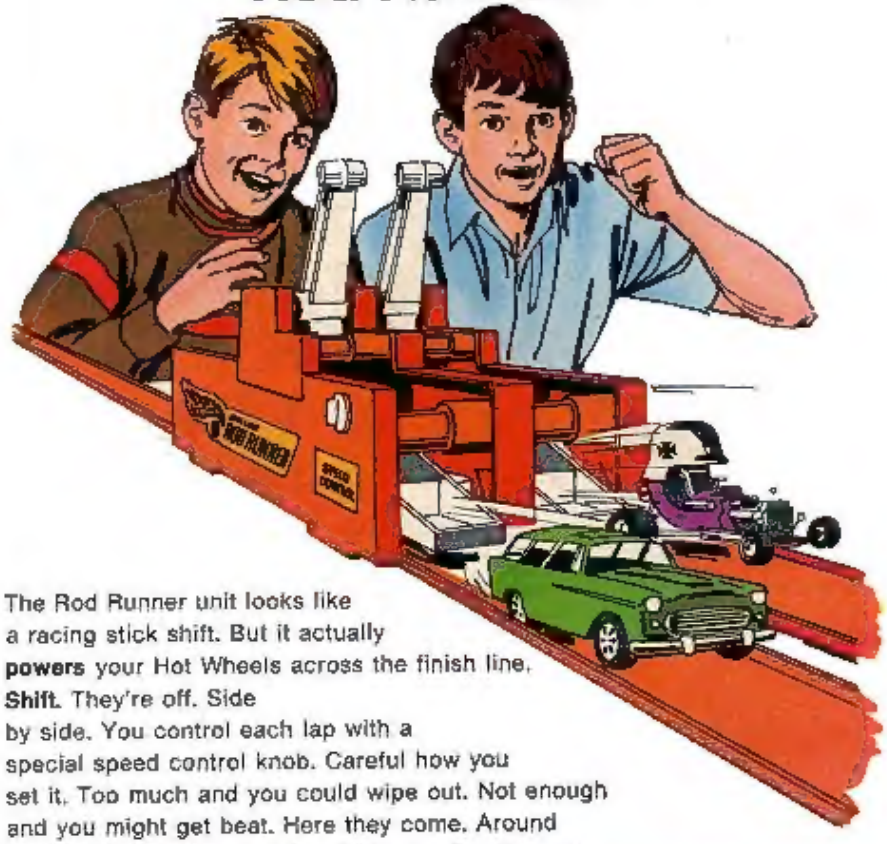
Challenge any kid to a race on The Hot Wheels® Rod Runner.™



The Rod Runner unit looks like a racing stick shift. But it actually **powers** your Hot Wheels across the finish line. **Shift.** They're off. Side by side. You control each lap with a special speed control knob. Careful how you set it. Too much and you could wipe out. Not enough and you might get beat. Here they come. Around the big double-eight track and into the Rod Runner. **Shift.** Your car is out in front. Takes real skill to win. Just like real racing. Race with Mattel's new Dual-Lane Rod Runner Race set or Rod Runner Speedway set. And race for real.

Hot Wheels
FASTEST METAL CARS IN THE WORLD!
MATTEL

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